# fashion calendar

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOC. EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

## 1 9 6 0 File

20th YEAR • A WEEKLY PUBLICATION

Week of September 26, 1960

january ————————————————————————————————————	july
SMTWTFS	SMTWTFS
3 4 5 6 7 8 9	1 2
3 4 5 6 7 8 9 10 11 12 13 14 15 16	3 4 5 6 7 8 9 10 11 12 13 14 15 16
17 18 19 20 21 22 23	17 18 19 20 21 22 23
<sup>24/</sup> <sub>/31</sub> 25 26 27 28 29 30	<sup>24/</sup> <sub>/31</sub> 25 26 27 28 29 30
february	august
SMTWTFS	SMTWTFS
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7 8 9 10 11 12 13 14 15 16 17 18 19 20	7 8 9 10 11 12 13 14 15 16 17 18 19 20
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march	september
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april	october
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may	november
SMTWTFS	SMTWTFS
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8 9 10 11 12 13 14 15 16 17 18 19 20 21	6 7 8 9 10 11 12 13 14 15 16 17 18 19
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june	december
SMTWTFS	SMTWTFS
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19 20 21 22 23 24 25	18 19 20 21 22 23 24
26 27 28 20 30	25 26 27 28 20 30 31

#### FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE: WHAT'S GOING ON GIVEN BY WHERE

#### WEEK ENDING FRIDAY, SEPTEMBER 23, 1960

ROSH HASHONAH (Jewish New Year) First two days of Holiday: Thursday

Sept. 22 Thursday, Sept. 22 and Friday, Sept. 23.

"POSH FUR" 4TH FLOOR Thursday DE PINNA; HARPER'S BAZAAR YOUNG MODERN DEFT. Sept. 22 FASHION SHOW 12:30 P.M. Showing of fake fur coats and costumes. Commentator: Mary Oaks, fashion editor, "Harper's Bazaar". Door prize will be a fake Leopard coat. Open to public. Publicity: Betty Flannery, PL. 7-9000.

Now show-RESORT HOLIDAY AND DOUGLAS & CARMONA 50 WEST 57TH STREET ing through SPRING COLLECTION SALON - 4TH FLOOR Continuous daily showings from 10:00 A.M. to 6:00 P.M. through October. October Contact: CO. 5-0320.

MACY RELEASE DATE -- Junior Deb (Celanese) Fashions (No Show) Sept. 23

Sept. 23 BOB BUGNAND RELEASE DATE--Custom Fashion Show, Sept. 20, at 3:00 P.M.

### WEEK BEGINNING SUNDAY, SEPTEMBER 25, 1960

JUNIOR SOPHISTICATES HAMPSHIRE HOUSE Sunday JUNIOR FASHIONS FOUNTAIN ROOM Sept. 25 AT SUNDAY BRUNCH Showing of Fall fashions by Junior Sophisticates, available at Bonwit 1:15 P.M. Teller. Hats, John Frederics; shoes, Fiorentina. Reservations -- \$4.00; Brunch contact: Mr. Jerome, CI. 6-7700. Fashion Show Dir.: Peggy Cantor Assoc.

MU. 9-8542.

SHOE SHOWINGS ENVOYS OF ENGLAND HOTEL DEAUVILLE Sunday Sept. 25-IN MIAMI MIAMI, FLA.

Sept. 27 First showing in the U.S. of new shoe fashion and construction for Spring '61. Mr. John M. G. Wright of Leicester England will be host at 2:30 P.M. Tea informal teas 2:30 - 5:00, Sept. 25, 26, 27 to meet the press and customers. Contact: Nick Carter or Nancy Knox at Leon S. Posen Co., LO. 5-4626.

Sept. 26 SAKS FIFTH AVENUE RELEASE DATE -- Fur Fashions (No Show).

HAYMAKER SPORTS, INC. 498 SEVENTH AVENUE Monday PREVIEW: CRUISE AND SHOWROOM - 23RD FLOOR Sept. 26 SPRING COLLECTION Haymaker will present shirts, skirts, separates, pants, playclothes and 2:30 P.M. knitted dresses. By invitation. Publicity: Grace Horton, BR. 9-6560.

331 EAST 55TH STREET Monday PRESS PREVIEW: FALL FONTAYNE AND WINTER ORIGINALS GARDEN ENTRANCE Sept. 26

FonTayne will invite the press to preview her Fall and Winter originals. 2:30 P.M. By invitation. Publicity: Rich-LaCaille, MU. 8-1918.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 26 3:00 P.M.	PREVIEW OF RESORT & HOLIDAY COLLECTION Press and resident buyers w By invitation. Continuous t	SEYMOUR JACOBSON, INC.	SHOWROOM - 8TH FLOOR and Holiday collection.
Monday Sept. 26 3:30 P.M. Cocktails	WORLD PREMIERE: SWIMWEAR FASHIONS, 1961 Enchantress of Florida, Ltd and buyers of the 1961 swim showings thereafter at 1407 Florida. Contact: OX. 5-7	d. will present a private nwear collection. By invi- 7 Broadway and 407 Lincol	99 EAST 52ND STREET showing for press tation only. Continuous
Tuesday Sept. 27 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FUR FASHIONS Preview of Fall and Winter invitation. Contact: Mrs. Bacal, PL. 3-8421.	fur collection. Showing	salon at 10:00 A.M. By
Tuesday Sept. 27 12:00 Noon Luncheon	SWINWEAR FASHIONS FOR 1961 Preview for press and buyer collection. By invitation	(1407 BROADWAY) rs of the Rose Marie Reid	BALLROOM 1961 swimsuit
Tuesday Sept. 27 2:30 P.M.	RESORT AND SPRING DRESS COLLECTION Press and resident buyers dress collection. By invience except Friday. Publicity:	will preview David Crysts tation. Trade beginning	Oct. 3 at 10:30 daily,
Tuesday Sept. 27 4:00 P.M	PREVIEW OF SPORTS- WEAR COLLECTION Cabana's preview of Cruise separates; also introducin designed by Pembroke Squir thereafter at showroom. P	-Resort sportswear, beach g a new collection of kni es. By invitation. Cont	SHOWROOM - 17TH FLOOR wear, dresses and tted swimsuits, tinuous showings
Tuesday Sept. 27 6:30 P.M 9:00 P.M.		olyn Schnurer, Fuller Fal dual Session: \$2.50 (exc	29 WEST 39TH STREET ese; Ria Herlinger, brics; Midge Wilson,
Tuesday Sept. 27 6:30 P.M 11:00 P.M.	Buffet dinner-dance for be	enefit of Museum of Moder	land civic institu-
Wednesday Sept. 28 12:00 Noon Luncheon	GUEST SPEAKERS AT LUNCHEON "Fragrance Today and Tomo business its challenges a Open to members of the fra Reservations: \$12.50. Pub.	and problems, presented bagrance, related industri	es and their agencies.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 28 12:15 P.M. Luncheon	PREVIEW: JER-SEA OF SWEDEN SWIMSUITS First New York presentation presented by P. & M. Distr By invitation. Contact: Mr	(1270 BROADWAY) on of Jer-Sea knitted swim ributors, and introducing	suits and beachwear, designer Hans Heitsch.
Wednesday Sept. 28 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON Showing of coats and suits fashions by Gothe; furs, F invitation. Public by res Pierre Fashion Director:	Reiss & Fabrizio; hats, Ceservation; contact: "Andre	ROOF GRADEN ail and evening esar Rubio. Press by
Wednesday Sept. 28 2:30 P.M.	PREVIEW OF SPRING SUITS Preview for press and resi Publicity: Jeanette Gottl		498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR beginning Oct. 3.
Wednesday Sept. 28 2:30 P.M 7:00 P.M	PREVIEW: SEWING MACHINE FOR CHILDREN Reception for press to int By invitation. Publicity:	DONAHUE SALES CORP. croduce the new "Sewhandy"	41 EAST 51ST STREET machine for children.
Wednesday Sept. 28 3:30 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SWIMSUITS Preview of 1961 swimsuit of Contact: Judith Hall at I	(1407 BROADWAY) collection. Showing at 4:0	COTILLION ROOM OO P.M. By invitation.
Wednesday Sept. 28 3:30 P.M. Cocktails	THIRD ANNUAL MEN'S FASHION DESIGN AWARD Award presentation for bes Also award to a magazine a fashions. Show at 4:00 P politan Opera Fund. Publi	et design in men's sportsv and newspaper for outstand M. Tickets: \$10.00, for	MET. OPERA HOUSE wear and accessories. ling coverage of men's benefit of Metro-
Wednesday Sept. 28	SHOWING OF RESORT SWIMWEAR COLLECTION Informal showings on Sept. By appointment. Contact:	28 of Darlene's Resort s	swimwear collection.
9:00 A.M.	PREVIEW: RESORT- CRUISE SWIMWEAR Preview of the Peter Pan F "Oleg Cassini Collection".	Resort-Cruise swimwear: "?	The French Line" and the
Thursday Sept. 29 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Fall and Winter coats and invitation. Public by rese Fashion Director: Mary Ali	suits, available at Lord rvation; contact: "Banque	& Taylor. Press by
Thursday Sept. 29 4:00 P.M. Cocktails	PREVIEW OF RESORT, CRUISE SWIMWEAR Preview of Cole of Califor 1961. By invitation, Cont	nia's Resort-Cruise beach	HOTEL PLAZA GRAND BALLROOM nwear fashions for

DATE	WHAT'S GOING ON GIVEN BY WHERE
Thursday Sept. 29 4:30 P.M. Cocktails	"NEW DIRECTIONS IN GENERAL TIRE CO. SAVOY HILTON HOTEL VINYL UPHOSTERY" CRYSTAL SUITE  Preview of a gallery of color-coordinated rooms, showing new vinyl upholstery. Staging: Tom Lee. Design and color coordination: Arthur Brill. Produced by: Jerome Reich, Central styling of General's Plastics division. Publicity: Walter Carty at John Moynahan & Co., MU. 7-2545.
Thursday Sept. 29 8:00 P.M.	BENEFIT BALL: ADELE BAMBERGER'S S.S. SANTA PAULA SIMPSON COLLECTION (NEWARK, N. J.) (GRACE LINE, NEWARK) Bamberger's annual Designer's Ball presented with the Grace Line, Harper's Bazaar, Junior League of Newark, for the benefit of Camp Hope for Retarded Children. Adele Simpson's collection, starring contestants for "Miss Rheingold" 1960 title. The S.S. Santa Paula will be the first American passenger liner to enter the Newark harbor. By invitation. Publicity: Carolyn Black, MArket 4-2400, Ext. 2024.
Thursday Sept. 29 8:30 P.M.	ANNUAL COTY AMERICAN COTY, INC. METROPOLITAN MUSEUM FASHION CRITICS AWARD GRACE R. RODGERS AUD. Eighteenth annual Coty American Fashion Critics' Award to fashion designers, selected by a jury of fashion editors. Fashion show at 9:00. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.
Oct. 1	YOM KIPPUR Jewish Day of Atonement (Saturday).
Oct. 2	FOOD EDITORS' ANNUAL CONFERENCE IN NEW YORK.
Peginning Sunday Oct. 2	SPRING OPENINGS IN LOS ANGELES GUILD Sun., Oct. 2: Maxwell Shieff, 12:00 Noon; Jewel, Inc., 4:00 P.M.; Helga, 6:00 P.M. Mon., Oct. 3: Edith Small, 8:00 A.M.; Marusia, 11:00 A.M.; Howard Greer, 2:00 P.M.; Cahill Ltd., 3:00 P.M.; Irene Inc., 4:30 P.M.; Helen Rose, 8:00 P.M Tues, Oct. 4: M. Nadler, 10:00 A.M.; Charles Cooper, 11:00 A.M.; Travilla, 2:15 P.M.; Ernest Newman, 3:30 P.M.; Werle, 5:00 P.M.; Georgia Bullock, 7:30 P.M.; Wed., Oct. 5: Michael Novarese, 9:00 A.M.; Paul Whitney, 10:30 A.M.; Bud Kilpatrick, 5:30 P.M. By appointment: Peggy Hunt, Adele of California, H. Charles, Michaelson, Oscar of Beverly Hills, Ursula. Contact: L.A. Fashion Guild, 819 Santee.
Sunday Oct. 2 12:00 Noon	RESORT-SPRING SHOW MAXWELL SHIEFF BEVERLY HILLS HOTEL IN CALIFORNIA (319 SO. ROBERTSON) BEVERLY HILLS, CAL. Maxwell Shieff will present his Holiday, Resort and Spring collection. By invitation. Thereafter in showroom. Contact: Eve Siegel, MU. 8-4598.
Sunday Oct. 2 2:00 P.M -	"EBONY'S SYMPHONY NATIONAL URBAN LEAGUE WALDORF-ASTORIA IN FASHIONS" GUILD (14 EAST 48TH) GRAND BALLROOM Showing of new European and American fashions, representing world's leading designers. For herefit of Nat'l Urban League, in cooperation with

4TH FLOOR ABRAHAM & STRAUS PRESS PREVIEW: A & S Monday RESTAURANT EUROPEAN IMPORT FAIR Oct. 3 Preview of imported fashions, home furnishings, gifts and other imports. 9:45 A.M. Features include a Belgian lacemaker, German glassblower, Italian Coffee alabaster carver, Swiss wood carver. Preview by invitation. Open to public, Oct. 3-15. Contact Jane Miller, TR. 5-7200, 691. 4-

leading designers. For benefit of Nat'l Urban League, in cooperation with

Johnson Publications. Tickets: \$5.00. Contact: Evelyn Broidy, PL. 1-0300.

5:00 P.M.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	PREVIEW OF FUR COLLECTION Press preview of Fall and Partos. By invitation. Pu	BERGDORF GOODMAN Winter made-to-order furs blicity: Florence Neff,	FUR SALON, designed by Emeric
Monday Oct. 3 3:30 P.M Cocktails	PREVIEW OF SWIMWEAR AND BEACH FASHIONS Preview of swimwear and be invitation. Contact: LO. 4	(1407 BROADWAY) ach fashions for Resort a	1407 BROADWAY nd Summer. By
Monday Oct. 3 4:30 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Preview of Fontana's expor Publicity: Rosemary Sheeha	t collection, made in Rom	HOTEL PLAZA WHITE & GOLD SUITE e. By invitation. 5-1280.
Monday Oct. 3- Oct. 8	NATIONAL JEWLERY FASHION Win Your Fashion Look." Con Institute, 608 Fifth Avenu	tact: Charlotte Thompson,	rks the Difference Fashion Coordination
Tuesday Oct. 4 9:00 A.M. Breakfast	PRESS PREVIEW OF CRUISEWEAR FASHIONS John Weitz will present Cr Shirt Co., Sportabouts, Pa By invitation. Contact:	uisewear fashions, manufa intabouts, Elon of Cal., D	ctured by Strationa
Tuesday Oct. 4 10:30 A.M	PRESS PREVIEW: RESORT SPORTSWEAR COLLECTION Tina Leser's Resort dresse at 2:30 P.M. Contact: Co	es and sportswear. By invi	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR tation. Thereafter
12:00 Noon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentations of awards for submitted anonymously to a Empire Room; luncheon, 12: Mildred Kosick, PL. 7-5700	or diamond jewelry design, selection committee. Cock 45 P.M., Sert Room. By in	EMPIRE & SERT ROOMS chosen from sketches tails, 12:00 Noon,
Tuesday Oct. 4 12:00 Noon Luncheon	COLLECTION Resort collection, designed	ALISON ed by Lucel. By invitation 12:00 Noon. Contact: Jean	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR on. Showings thereafter Beck, WI. 7-0152.
Tuesday Oct. 4 12:00 Noon		ers at Nantucket Naturals eafter Oct. 11, 12, 18, 19	SHOWROOM - 5TH FLOOR 30th Anniversary show-
Tuesday Oct. 4 1:00 P.M.	OPENING OF SPORTSWEAR COLLECTION Opening of the Mr. Mort Red designed by Julie Isles. Marshall, OX. 5-4760.	esort and early Spring spo	.498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR ortswear collection, Contact: Dorothea

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 4 2:15 P.M.	RESORT, SPRING SHOW IN CALIFORNIA Travilla will present his invitation. Thereafter by	Holiday, Resort and Sprin	g collection. By
Tuesday Oct. 4 2:30 P.M.		FOR MR. GEE Resort and Spring collect	SHOWROOM - 25TH FLOOR
Tuesday Oct. 4 4:00 P.M. Cocktails		nvite press and buyers to r and swimsuits. By invit	CRYSTAL ROOM preview the Spring ation. Contact:
Tuesday Oct. 4 4:00 P.M. Cocktails	THE RESIDENCE OF THE PARTY OF T	tion"McMullen's Resort	and Spring fashions.
Wednesday Oct. 5 9:00 A.M. Breakfast		38-year old largest makery, previewing their first Publicity: Elinor Lenz	r of brassieres, t collection. Showing
Cancelled Oct. 5	GRETA PLATTRY'S CRUISE-RES	ORT PREVIEW AT LOOMTOGS' HAS BEEN CANCELLED.	SHOWROOM, ORIGINALLY
Wednesday Oct. 5 2:30 P.M	PREVIEW: CRUISE- RESORT COLLECTION Robert Sloan will present I separates, blouses, designe continuous. Publicity: Ma	his Cruise-Resort collect: ed by Sylvia DeGay. By in	ion of sportswear, vitation. Thereafter
Wednesday Oct. 5 4:00 P.M. Cocktails	PREVIEW: SPRING AND SUMMER SPORTSWEAR White Stag will present Springered for press and buying card only. Contact: Vera	ring and Summer 1960 spor	CRYSTAL BALLROOM tswear fashions at a
Thursday Oct. 6 8:45 A.M. Breakfast	"A WORLD OF FASHION JETS TO YOUR DOORSTEP" Cranston, Supima, Westport collections of leading Amer Cranston. Showing at 9:15 Contact: Dianalee Dye, Of	(261 MADISON AVENUE) Fabrics, BOAC will present the designers in Supima A.M. For press and buyers	HAWAIIAN ROOM at fashions from the cottons, processed by
Thursday Oct. 6 12:00 Noon Luncheon	PREVIEW: RESORT COUTURE COLLECTION Preview of daytime and ever By invitation. Thereafter Contact: Joan Baron, CH.	showings at 12:00 Noon da	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR or press and buyers. aily, by appointment.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 6 12:00 Noon Luncheon	SPRING-SUMMER 1961 FABRICS LUNCHEON Subject: "Material Mysteric Report by Margaret Markley Margaret Markley. Prices: 10:00 A.M. to 3:00 P.M.; \$	es" or "How Colors Influe . Co-chairmen: Conoldine \$8.00, members; \$10.00,	nce The Fashion World".  Burnett and guests. Exhibit from
Thursday Oct. 6 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Martini will present their able at Best & Co. Press "Banquet Dept." PL. 9-3000	by invitation. Public by	reservation; contact:
Thursday Oct. 6 4:30 P.M. Cocktails	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS Catalina will preview their invitation. Publicity: Ma	r 1961 Cruise and Summer	HOTEL PIERRE BALLROOM swimwear. By
Friday Oct. 7 11:00 A.M	PRESS PREVIEW: RESORT & SPRING Initial presentation, Resorblic Oct. 11, reservation. Contact: And	12, 18 at 11:00 A.M. By i	SHOWROOM - 9TH FLOOR Friday, Oct. 7 at
Oct. 8 - Oct. 15	FOURTH ANNUAL NAT'L "KNIT : ASS'N. Publicity: Barbar		
Oct. 10	PREMIERE PREVIEW: FRENCH CURTAIN FABRICS American premiere showing curtain fabrics. For the present of the pres	press by invitation. Publ	ROOF collection of French
	PRESS PREVIEW OF SPRING COLLECTION By invitation only. Show as 18, 19, 20, 25, 26, 27 at 1		
Oct. 10	PRESS PREVIEW: RESORT AND SPRING COLLECTION Preview for press, by invi- 18, 20. Contact: Mabel G.		550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR M , Oct. 11, 12, 13
Oct. 11	SHOWING OF RESORT & SPRING COLLECTION Showing of Resort and Spring Contact: LA 4-7540. Pub:		SHOWROOM - 20TH FLOOR y Sara Ripault.
Oct. 11	PRESS PREVIEW: GIFTS AND ANTIQUES Bergdorf Goodman's imported invitation. Publicity: F.	d collection of gifts and	

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 11 2:30 P.M.	OPENING OF SPRING COLLECTION Showings Oct. 11, 12, 13, Press Preview Oct. 17 at 3 Stoner, IA. 4-6968.	MAURICE RENTNER, LTD.  18, 19, 20, 26 at 2:30 P.  :00 P.M. By invitation. C	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR M. By reservation. ontact: Eleanor
Tuesday Oct. 11 4:00 P.M	PRESS PREVIEW: RESORT AND SPRING FASHIONS By invitation. Thereafter Ruth McLoughlin. 10. 4-63	ESTEVEZ, INC. daily showings at 12:00 N	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR con. Contact:

OPENING OF SPRING COLLECTION	S BY	ME	MBEI	RS	OF	THE NEW YORK COUTURE GROUP
DRESS COUTURE GROUP MEMBERS						
FRIDAY, OCT. 7						
B. H. Wragge 11:00 A.M						550 7th ( 9 Fl.) WT. 7-4968
IUEDDAI. UCT. II						
Jane Derby, Inc 10:30 A.M						. 550 7th (23 Fl.) LA. 4-9350
Junior Sophisticates . 1:00 P.M						. 498 7th (4 Fl.) IO. 4-0462
Hannah Troy, Inc 1:00 P M						. 530 7th (2 Fl.) LO. 3-0988
Ceil Chapman 2:30 P.M.						. 530 7th (2 Fl.) TA. 4-5800
Maurice Rentner Ltd 2:30 P.M.						. 498 7th (16 Fl.) LA. 4-6968
WEDNESDAY, OCT. 12						
Herbert Sondheim, Inc., 10:30 A.M.						. 530 7th (20 Fl.) IA. 4-7540
Estevez, Inc 12:00 Noor						. 550 7th (4 Fl.) LO. 4-6337
Oleg Cassini, Inc 1:15 P.M.						. 498 7th (11 F1.) LO. 5-6453
Larry Aldrich Inc 2:30 P.M.						. 530 7th (12 Fl.) CH. 4-1872
Townley, Inc 4:00 P.M.				•		. 550 7th (2 Fl.) 10. 4-2155
Samuel Winston, Inc 4:00 P.M. THURSDAY, OCT. 13		•				. 530 7th (11 Fl.) CH. 4-2617
Adele Simpson, Inc 10:00 A.M.						F20 711 (00 73 ) 74 } 7(0)
Parnis-Livingston . 12:00 Noon			•			. 530 7th (23 Fl.) LA. 4-7626
Paul Parnes Corp 2:15 P.M.		•		•		. 530 7th (18 Fl.) BR. 9-5014
Harvey Berin Ltd 1:00 & 4:	00	•		•	•	. 498 7th (10 Fl.) CH. 4-4600
Nat Kaplan Inc 1:15 P.M.	00				*	. 530 7th (7 Fl.) PE. 6-0206
FRIDAY, OCT. 14			•	•	•	. 498 7th (21 Fl.) IO. 5-4115
Edward Abbott, Inc. 10:30 A.M.						. 530 7th (10 Fl.) LA. 4-8490
Rudolf Gowns Inc 10:30 A.M.				•	•	. 530 7th (12 Fl.) WI. 7-6865
Gothe 1:15 P.M.						. 530 7th (4 Fl.) LO. 5-2727
Branell 2:30 P.M.						. 530 7th (25 Fl.) PE. 6-6983
COAT & SUIT COUTURE GROUP MEMBERS						, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
MONDAY, OCT. 3						
Davidow By Appointm	ent					. 550 7th (21 Fl.) PE. 6-6909
MONDAY, OCT. 24						
Marquise Coat & Suit 2:30 P.M.						. 512 7th (35 Fl.) BR. 9-5794
TUESDAY, OCT. 25						
Arthur Jablow, Inc 11:30 A.M.						. 530 7th (9 Fl.) LA. 4-3404
WEDNESDAY, OCT. 26						
Harry Frechtel 2:30 P.M.		*				. 205 W.39( 4 Fl.) PE. 6-1310
TUESDAY, NOV. 1						
Originala 2:00 P.M.						. 512 7th (43 Fl.) BR. 9-8988
FRIDAY, NO. 4						
Monte-Sano & Pruzan Ltd. 10:30 A.M.						. 21 W.46 (8 F1.) JU. 2-2317
Ben Gershel 2:00 P.M.	*	•	•			. 512 7th (37 Fl.) IA. 4-2544

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 11 4:00 P.M. Champagne	PREVIEW OF SWIMWEAR COLLECTION Flexees will present their buyers. Showing at 4:30 F Margaret Kahn, MU. 9-2100.	collection of "Swimwear".M. promptly. By invitati	51" to press and
Wednesday Oct. 12 1:15 P.M.	The second secon	19, 20, 25, 26, 27 at 1:1	SHOWROOM - IITH FLOOR
Wednesday Oct. 12 4:00 P.M.	DRESS COLLECTION	(498 SEVENTH AVENUE) ensembles designed by Pat	500 SEVENTH AVENUE rick Porter. By
Thursday Oct. 13 12:00 Noon Luncheon	DESIGNER AWARDS Ribbon Fashions Associates	ASSOCIATES will present their Third on and fashion show. By in	TRIANON & BALLROOM Annual Ribbon De- vitation. Publicity:
Thursday Oct. 13 12:30 P.M. Luncheon	AT LUNCHEON SHOW Fall collection of fashion	is by Else Fritz. Press to "Banquet Dept.", PL. 9-30	y invitation. Public
Friday Oct. 14 10:30 A.M.			SHOWROOM - 12TH FLOOR
Friday Oct. 14 10:30 A.M	SPRING DRESSES	ess collection, designed b	y Wilson Folmar. By
Oct. 17	PRESS PREVIEW OF SPRING FASHIONS Lee Claire will present la and buyers. By invitation by appointment. Contact:	te day, cocktail and form Thereafter at 12:00 Noo	SHOWROOM - 14TH FLOOR nal fashions to press on, Oct. 18, 19, 20,
Monday Oct. 17 12:30 P.M. Luncheon	DURING LUNCHEON Luncheon showing of Sarmi	fashions, available at Deservation; contact: PL. 5	BALLROOM Pinna. Press by 1000. De Pinna
Monday Oct. 17 1:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Showing at 1:00 P.M., Oct. Contact: Jean Roberts, IA.	17, 19, 20, 24, 25, 26, M	SHOWROOM - 5TH FLOOR

Annual Contract of the Contrac	WHAT'S GOING ON GIVEN BY WHERE
Oct. 17	MAURICE RENTNER LTD. PRESS PREVIEW-3:00 P.M. By invitation. (See page 8).
Monday Oct. 17- Oct. 22	NEW YORK  ANTIQUES FAIR  Antiques from around the world on display and for sale, with special display of memorabilia from past presidential campaigns. Hours: 1:00-11:00; Saturday, 1:00 - 6:00. Admission: \$1.50 (opening day, \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.
Tuesday Oct. 18 9:00 A.M Coffee	PRESS PREVIEW: SPRING FIORENTINA SHOES, INC. 789 MADISON AVENUE SHOE COLLECTION SALON "Prima Colazione"press preview introducing new Fiorentina Nina shoe collection, in addition to couture shoes by Silvia of Fiorentina. By invitation. Publicity: Peggy Cantor.Assoc., MU. 9-8542 or YU. 8-3140.
Tuesday Oct. 18 1:00 P.M.	OPENING OF SPRING  RICHARD COLE, INC.  498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR Formal showing of Richard Cole's Spring collection, Tues. Oct. 18 at 1:00 P.M. By reservation. Continuous daily informal showings there- after. Contact: OX. 5-4760.
Tuesday Oct. 18 4:30 P.M Cocktails	RECEPTION FOR PRESS  CANADA MINK BREEDERS  680 FIFTH AVENUE CEDAR ROOM-8TH FLOOR Canadian Mink Industry reception for press (trade Wed., Oct. 19 at 4:30) to meet Mr. Bruce Rankin, Deputy Consul General of Canada. By invitation. Contact: Virginia Van Brunt at J. Walter Thompson, MU. 6-7000, Ext. 3077.
Wednesday Oct. 19 12:30 P.M. Luncheon	LUNCHEON FASHTON SHOW MAX LAWRENCE, INC. HOTEL PIERRE - ROOF Max Lawrence and Martinette Petites will present their Fall fashions. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.
Wednesday Oct. 19 4:00 P.M. Champagne	PRESS PREVIEW: CRUISE VERA MAXWELL, INC. 530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR Preview for press at 4:00 P.M , Oct. 19. Resident buyers, at 12:00 Noon, Tues., Oct. 18. Trade shows at 12:00 Noon on Tues., Wed., Thurs., followed by lunch. By invitation. Contact: Terry Parker, IO. 3-4358.
Beginning Wednesday Oct. 19	RESORT-SPRING MAXWELL SHIEFF SAVOY-HILTON HOTEL  CALIFORNIA FASHICNS (BEVERLY HILLS, CAL.)  Daytime, evening and cocktail fashions designed by Maxwell Shieff. By appointment. Publicity: Eve Siegel, MU. 8-4598.
Thursday Oct. 20 12:30 P.M.	LUNCHEON MEETING (9 ROCKEFELLER PLAZA) BALLROOM (More details later). Contact: CI. 7-3940.
Thursday Oct. 20 2:30 P.M.	SPRING COLLECTION NEW YORK, INC. SHOWROOM - 1711 12001

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 20 3:30 P.M Cocktails	SELECTION OF WINNERS AT PRESS PARTY Singer Sewing Machine Co. in the Teen, Tween, Misses Contest. Fashion Show, 4: Trudi Ross at Young & Rubi	MACHINE COMPANY will sponsor a press part and Mrs. divisions of th OO P.M - 5:00 P.M. By i	y to select the winners as Young Stylemakers
Monday Oct. 24 8:00 P.M.	OPENING NIGHT OF OPERA SEASON A new production of Verdi' 1960-61 season. Publicity		BROADWAY & 39TH STREET Metropolitan Opera's
	PREVIEW: SPRING COAT AND SUIT COLLECTION By invitation. Shwoings to by appointment. Contact:	thereafter Oct. 27, Nov. 1	SHOWROOM - 22ND FLOOR , 3, 10, 15 at 10:00,
Tuesday Oct. 25 10:30 A.M.	OPENING OF SPRING SUIT COLLECTION "Weathervanes"knitted je except Election Day at 10: 10. 4-7832.	ersey and wool suits. Show	SHOWROOM - 15TH FLOOR ring every Tuesday,
Tuesday Oct. 25 11:30 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Sprin 11:30 A.M. Oct. 27, Nov. 1	ng coats and suits. By in	SHOWROOM - 25TH FLOOR vitation. Showing at
Tuesday Oct. 25 11:30 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION Arthur Jablow's Spring coat 11:30 A.M. Oct. 26, 31, Contact: IA. 4-3404.	llection of coats, suits a	SHOWROOM - 9TH FLOOR and ensembles. Showings
Thursday Oct. 27 10:00 A.M.	PREVIEW: SPRING COAT & SUIT COLLECTION Spring coat and suit colle after Nov. 1, 3, 9, 10, 17 PE. 6-7121.	ection designed by Molly.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR By invitation. There- ntment. Contact:
	PREVIEW: RESORT- SPRING COLLECTION Preview of Resort-Spring after continuous daily sho		
Tuesday Nov. 1 2:00 P.M	OPENING OF SPRING COAT COLLECTION Showing of Originala's Spr 2:00 P.M., by appointment		
Friday Nov. 4 10:30 A.M.			21 WEST 46TH STREET SHOWROOM - 8TH FLOOR ppointment. Contact:

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ELECTION DAY (Tuesday)

Nov. 8

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